This listing of claims will replace all prior versions and listings of the claims in the application:

Listing of Claims:

1.   A system for providing traffic management on a computer network, wherein a referral provider and a user computer are in communication via the computer network, the referral provider predefining referral provider preferences via the traffic management system for routing traffic generated by the user computer's search request transmitted to the referral provider, wherein the routing of the traffic is dependent upon the search request transmitted by the user computer, comprising:

means for establishing an account for the referral provider, wherein the account includes an account name, a unique identification and a password;

at least one traffic management parameter; and

a search referral module, wherein the search referral module analyzes the user computer's search request.

2.   A system as claimed in claim 1, the management parameters comprise at least one of a designated target location, and a set of key search terms.

3.   A system as claimed in claim 2, wherein the search referral module routes traffic to the designated target location.

4.   A system as claimed in claim 2, wherein the search request comprises a set of user defined search terms, and wherein the referral module compares the user defined search terms and the predefined set of key search terms of the management parameters.

5. A process for dynamically managing traffic on a network having a referral provider computer and a user computer, the user computer communicating with the referral provider computer and transmitting a search request to the referral provider computer, comprising:

establishing a participating account, wherein the account is established by the referral provider;

defining traffic management parameters;

analyzing the search request input by the user computer; and

routing traffic to a target location.

6. (Added) A system for providing traffic management on a computer network, wherein the system includes a referral provider for receiving communication into the system from a user computer in communication with the system via the computer network, the referral provider predefining referral provider preferences via the traffic management system for routing traffic generated by the user computer's search request transmitted to the referral provider, wherein the routing of the traffic is dependent upon the search request transmitted by the user computer, comprising:

a computer account entry for the referral provider, wherein the computer account entry includes an account name, a unique identification and a password;

at least one traffic management parameter which corresponds to a purchased search term; and

a search referral module, wherein the search referral module analyzes the user computer's search request.

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